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ARE YOU READY FOR IT? SYDNEY TURNS IT ON TO WELCOME GLOBAL SUPERSTAR TAYLOR SWIFT

Sydney has become the epicentre of Taylor Swift fandom as the city welcomed the arrival of the 12-time Grammy award-winning artist this week for her much-anticipated Eras Tour from 23-26 February 2024.

Businesses across the city are turning it on for the popstar, with Allianz Stadium, SCG, CommBank Stadium, and Accor Stadium lighting up in a *Lavender Haze* to commemorate the historic tour which is anticipated to be attended by 320,000 enthusiastic fans.

Visitors landing at Sydney Airport are being welcomed with a Taylor Swift takeover on billboards on Joyce Drive, while many of Sydney's much-loved establishments have created Taylor-themed experiences throughout the city.

The Eras Tour is not only a musical extravaganza but also a significant tourism and economic booster for Sydney. With an anticipated influx of more than 100,000 visitors from interstate, intrastate and international markets, Destination NSW estimates a substantial economic injection of more than \$80 million of visitor spend into the city during the concert period. Business Sydney further anticipates a broader impact, projecting a boost of \$133 million to the city's economy.

In anticipation of tomorrow's first concert, Swifties across the city have been recreating Taylor's iconic 2018 'Sydney' chant on social media in the lead-up to the monumental event.

Businesses across Sydney have rolled out a series of special events and activations. Home Bar are hosting an Eras Warm Up and Afterparty, while Oz Jetboating are running a series of Taylor Swift sing-along jet boat rides, taking in the stunning view of Sydney Harbour. Darlinghurst Cafe Harry's by Guils is hosting a Taylor Swift-themed brunch, while The Argyle is setting the stage for a 'Taylor Rave' and Crown Sydney's Teahouse are hosting a three-course Taylor Swift high tea.

Messina, the beloved Sydney-based gelato brand, is set to delight fans with a special 'Blank Space Baby' flavour, and The Rocks cafe The Tea Cosy are also offering limited edition 'Shake It Off' milkshakes.

While Sydney braces itself for the start of the Eras Tour, the city has transformed into the ultimate Swifties destination, creating an unforgettable experience for fans and visitors alike.

Sydney, are you ready for it? Your Swiftie adventure awaits.

For more information and to plan your Swift-inspired Sydney visit, go to <https://www.sydney.com/swiftie-guide-to-sydney>

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For further enquiries, please contact:

Emma Reyes | emma.reyes@dnsw.com.au | 0424 425 813

NOTE TO EDITORS:

Supporting image assets are available [here](#) and on the [DNSW Content Library](#).

About Destination NSW

Destination NSW is the champion and voice for the visitor economy within the NSW Government. Spearheading a whole-of-government approach to visitor economy growth, Destination NSW is responsible for leading the delivery of the NSW Visitor Economy Strategy 2030 in partnership with government and industry. Destination NSW influences and shapes the visitor economy through strategic research, policy and thought leadership, stakeholder engagement and consultation, commercial partnerships and investment in visitor experiences, business support, marketing and events. Destination NSW is also the major investor in Business Events Sydney (BESydney) for the purpose of securing more international and domestic conventions, incentive travel reward programs, corporate events and exhibitions.